



Iowa's Health Improvement Plan 2012-2016
2015 Revisions

Healthy Living

Healthy Living

What Critical Needs Are Included

Healthy Growth and Development
Nutrition and Food
Oral Health
Physical Activity
Reproductive and Sexual Health
Vision and Hearing



Measures of Progress

- 6-1 An increase in the proportion of public high school students who graduate in 4 years or less.**
Target: 90%.
Baseline: 89% (2010).
Most Recent Data: 90.5% (2013-2014).
Data Source: [Iowa Department of Education, Student Performance Reports, Cohort Graduation Rates.](#)
- 6-2 A reduction in the African-American infant mortality rate.**
Target: 9 per 1,000 live births.
Baseline: 12 per 1,000 live births (2010).
Most Recent Data: 12 per 1,000 live births (2013).
Data Source: [Iowa Department of Public Health, Health Statistics, Vital Statistics of Iowa, Table 4B.](#)
- 6-3 An increase in the percentage of persons who eat five or more servings of fruits and vegetables each day.**
Target: 20%.
Baseline: 13.5% (2011).
Most Recent Data: 13% (2013).
Data Source: [Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System](#), p. 51.

6-4 An increase in the proportion of Iowa infants who are breastfed at birth.

Target: 80%.

Baseline: 74.5% (2011).

Most Recent Data: 78% (2013)

Data Source: [Iowa Breastfeeding Incidence](#), p.3.

6-5 An increase in the proportion of adults who get the recommended levels of aerobic physical activity.

Target: 53%.

Baseline: 48% (2011).

Most Recent Data: 46.9% (2013).

Data Source: [Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System](#), p. 47.

6-6 An increase in the proportion of low-income children, adolescents, and young adults aged 1 to 20 on Medicaid who receive any preventive dental service.

Target: 45%.

Baseline: 40% (2010).

Most Recent Data: 49% (2014).

Data Source: [EPSDT Preventive Dental Services Report](#).

6-7 An increase in the number of pre-kindergarten children who receive a comprehensive eye vision screening.

Target: 48,172.

Baseline: 32,272 (2010-2011).

Most Recent Data: 40,459 (2013-2014).

Data Source: [Iowa KidSight. A Statewide Vision Screening Program for Infants and Children, Screening Results by Program Year](#).

6-8 An increase in the proportion of births that are intended.

Target: 75%.

Baseline: 66% (2010).

Most Recent Data: 69% (2013).

Data Source: [Iowa's Barriers to Prenatal Care Project](#), p. 15.

- 6-9 A reduction in the proportion of adults who are obese.**
Target: 27%.
Baseline: 29% (2011).
Most Recent Data: 31.3% (2013).
Data Source: [Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System](#), p. 30.
- 6-10 Reduce overweight/obesity in children ages 2 to 5 who are enrolled in the WIC program.**
Target: 17%.
Baseline: 22.2% (2010).
Most Recent Data: 19.3% (2013).
Data Source: Iowa Department of Public Health, IWIN, Iowa WIC Data System (unpublished analysis).
- 6-11 A decrease in the proportion of participants in the Women, Infants, and Children (WIC) program who have low or very low food security.¹**
Target: 39%.
Baseline: 41% (2011).
Data Source: [Iowa WIC Food Security Survey](#), p. 4.
- 6-12 A reduction in the rate of reported cases of chlamydial infection.**
Target: 300 cases/100,000 population.
Baseline: 350 cases/100,000 population (2010).
Most Recent Data: 361 cases/100,000 population (2013).
Data Source: [Iowa STD Statistics, Iowa Reportable Sexually Transmitted Disease Data](#), p. 1.

¹ Food security is defined as access by all people at all times to enough food for an active, healthy life. Low food security means that individuals may go hungry. Very low food security means that hunger is an even greater problem.

What Our State Is Doing to Improve (by 2016 unless otherwise indicated)

Healthy Growth and Development		Lead Organizations
6-1.1	Where possible, align the resources for smoking cessation, healthy eating, and exercise to reach the goal of Iowa as the healthiest state in the nation.	Healthiest State Initiative; Iowa Department of Public Health
6-1.2	Reduce the percent of students who have 10 or more absences by 10%. <i>(New objective)</i>	Iowa Department of Education
6-1.3	Continue funding for the green infrastructure and sustainable development in communities that are an integral part to the communities' overall environmental, physical, and social health.	Iowa Economic Development Authority
6-1.4	Decrease the preterm birth rate in the African-American population by 2%.	Iowa Department of Public Health; Iowa Medicaid Enterprise; March of Dimes
6-1.5	Provide Iowa-specific resource toolkits on genomics ² to at least 50 primary care providers. <i>(Revised from original 6-1.5)</i>	Congenital and Inherited Disorders Advisory Committee
6-1.6	Distribute 1,000 copies of a health literacy series of books, "What to Do," along with training to targeted pediatric populations.	Iowa Healthcare Collaborative; Child Health Specialty Clinics
6-1.7	Increase the number of children served by Reach Out and Read Iowa from 55,000 to 60,500, with a focus on children and families at highest risk for low literacy and low health literacy. <i>(Revised from original 6-1.7)</i>	Iowa Healthcare Collaborative; Reach Out and Read Iowa
6-1.8	Develop policy recommendations based on the steps outlined in the Maternal and Child Health Advisory Council plan. <i>(Revised from original 6-1.8)</i>	Maternal and Child Health Advisory Committee

² Genomics is the study of all the genes of a cell or tissue at the DNA (genotype), mRNA (transcriptome) or protein (proteome) levels.

6-1.9	By 2015, increase the number of Iowans Walking Assessment Logistics Kits (I-WALK) communities that encourage children to walk to school from 32 to 44. <i>(New objective)</i>	Iowa Department of Public Health
6-1.10	By 2015, increase the number of Stanford Chronic Disease Self-Management Program workshop participants by 5% from the 2013 baseline of 285 participants. <i>(New objective)</i>	Iowa Department of Public Health
6-1.11	By 2015, increase the number of child care centers that improve the nutrition and physical environment through implementing Nutrition and Physical Activity Self-Assessment for Childcare nutrition and physical activity goals from 0 to 9. <i>(New objective)</i>	Iowa Department of Public Health
6-1.12	Increase the breastfeeding knowledge of health care professionals by conducting breastfeeding training in at least three communities. <i>(Revised from original 6-1.13).</i>	Iowa Breastfeeding Coalition

Nutrition and Food

Lead Organizations

6-1.13	By 2014, increase student participation in the School Breakfast Program by 20% from 13.7 million to 17 million meals.	Iowa Department of Education
6-1.14	By 2015, increase the number of Hispanic retailers who are recognized for dedicating shelf space to healthier items from 0 to 4. <i>(New objective)</i>	Iowa Department of Public Health
6-1.15	Improve access to locally grown fresh fruits and vegetables by increasing the redemption rate of WIC farmer's market checks from 52% to 55% for Women, Infants, and Children (WIC) participants. <i>(Revised from original 6-1.15)</i>	Iowa Department of Agriculture and Land Stewardship; Iowa Department of Public Health
6-1.16	Maintain the redemption rate of checks used for buying food at farmers markets at 82% for eligible seniors. <i>(Revised from 2014 objective 6-1.16)</i>	Iowa Department of Agriculture and Land Stewardship; Iowa Department of Public Health

6-1.17	Improve access to locally grown fresh fruits and vegetables by increasing Food Assistance EBT ³ purchases for food at farmers' markets (baseline \$85,282 in 2011). <i>(Revised from 2014 objective 6-1.17)</i>	Iowa Department of Human Services; Iowa Department of Public Health
6-1.18	Continue providing fresh and minimally processed Iowa-grown food in school meals and snacks.	Iowa Department of Agriculture and Land Stewardship
6-1.19	Improve provision of and access to nutritious meals for older Iowans through the congregate and home-delivered meal program with an increase of 2% of the high nutrition-risk participants who will maintain or improve their nutrition-risk score.	Iowa Department on Aging
6-1.20	Maintain congregate and home-delivered meal participation rate. <i>(Revised from original 6-1.20)</i>	Iowa Department on Aging

Oral Health

Lead Organizations

6-1.21	By 2020, launch a major fluoridation effort so that every child in Iowa through age 12 who lives in households with incomes below 300% of poverty level will be cavity-free.	Delta Dental of Iowa Foundation
6-1.22	Increase the proportion of Iowans who receive fluoridated water from water systems that meet the proposed national standard of 0.7 parts per million of water fluoridation from 91% to 94%.	Center for Rural Health and Primary Care Advisory Committee
6-1.23	Increase the number of counties with school-based oral health preventive services.	Center for Rural Health and Primary Care Advisory Committee
6-1.24	Provide leadership and support for state and local oral health coalition development to strengthen existing coalitions and to develop new coalitions and/or workgroups that will pool expertise and resources to improve oral health. <i>(Revised from 2014 objective 6-1.24)</i>	Iowa Department of Public Health

³ Food Assistance EBT purchases are purchases made through Food Assistance debit cards.

6-1.25 By 2020, increase from 16% to 20% the percent of non-waiver Medicaid-eligible, over age 65 Iowans who receive dental services. *(New 2015 objective)*

Delta Dental of Iowa Foundation

Physical Activity

Lead Organizations

6-1.26 Increase by 2% Iowans' overall participation rate in more physically active, natural-resources-based outdoor recreation activities as listed in Iowa's Statewide Comprehensive Outdoor Recreation Plan.

Iowa Department of Natural Resources

6-1.27 Reduce by 5% the disparity in physical activity and obesity between persons with disabilities and those without disabilities.

Prevention of Disabilities Policy Council

6-1.28 Increase awareness of at least 5% to 10% among Iowans about the link between outdoor recreation and healthy lifestyles, based on benchmarks established in the 2011 Statewide Comprehensive Outdoor Recreation Plan (SCORP) survey.

Iowa Department of Natural Resources

Reproductive and Sexual Health

Lead Organizations

6-1.29 By 2015, implement at least one school-based pilot screening project for adolescents in the highest gonorrhea morbidity areas of the state.

Iowa Department of Public Health

6-1.30 Reduce the rate of reported cases of gonorrhea from 60 cases per 100,000 to fewer than 45 cases per 100,000.

Iowa Department of Public Health

6-1.31 Reduce the number of births that occur within 18 months of a previous birth from 33.6% to 31%. *(Revised from 2013 objective 6-1.31)*

Family Planning Council of Iowa; Iowa Department of Public Health

6-1.32 Reduce pregnancy rates among adolescent females ages 15 to 17 from 14.4 per 1,000 pregnancies to 12.5 per 1,000 pregnancies. *(Revised from 2014 objective 6-1.32)*

Family Planning Council of Iowa; Iowa Department of Public Health

Vision and Hearing

Lead Organizations

6-1.33	Promote and provide vision screening or assessments to children under 18 years old.	Iowa Optometric Association; Prevent Blindness Iowa; and Iowa KidSight
6-1.34	Reduce visual impairments and preventable blindness in school-aged and preschool children by 5%.	Iowa Academy of Ophthalmology; Prevent Blindness Iowa; Iowa Optometric Association
6-1.35	Raise awareness of strategies to reduce visual impairments and preventable blindness in adults by 5%. <i>(Revised from original 6-1.35)</i>	Iowa Academy of Ophthalmology; Prevent Blindness Iowa
6-1.36	Increase by 25% the number of infants who are screened for hearing loss a) no later than one month of age; b) diagnosed no later than 3 months of age; and c) enrolled in early intervention services no later than 6 months of age.	Early Hearing Detection Advisory Committee

Other Plans Relating to Healthy Living:

[Iowa Cancer Plan](#)

[Iowa State Plan on Aging 2014-2015](#)

[Iowa Economic Development Authority Strategic Plan](#)

[Iowa Olmstead Plan for Mental Health and Disability Services: State Plan Framework \(2011 - 2015\)](#)

[Iowa's Maternal, Child Health and Family Planning Business Plan](#)

[Outdoor Recreation in Iowa: A Statewide Comprehensive Outdoor Recreation Plan](#)